

## **IN THE CLAIMS**

*The following listing of claims replaces all prior versions and listings:*

**Claim 1 (Currently Amended)** A portable information terminal apparatus comprising:

- a display element;
- a communication element;
- a reading element which reads access destination information indicated on a printed matter along with title information for said access destination information, said reading element including a scanner which reads an image on said printed matter and an extraction element which extracts said access destination information and said title information included in said image;
- a memory which stores said image;
- a control element which connects to an access destination corresponding to said access destination information through said communication element, receives contents from said access destination, and executes a browser for displaying said received contents on said display element,

wherein said image stored in said memory is displayed on said display element as a bookmark image associated with said access destination information, and said title information is utilized as an index of said bookmark image.

**Claim 2 (cancelled).**

**Claim 3 (Previously Presented):** A portable information terminal apparatus as claimed in claim 1, wherein said access destination information is a URL noted on said printed matter.

**Claim 4 (Previously Presented):** A portable information terminal apparatus as claimed in claim 1, wherein said printed matter is a printed publication having a URL of contents containing a moving image associated with an article constituted by characters or a still image printed within or in the vicinity of said article.

**Claim 5 (Original):** A portable information terminal apparatus as claimed in claim 4, wherein said contents include advertisement information.

**Claim 6 (Currently Amended):** An information provision method comprising:

storing contents in a server accessible through a communication network, said contents being associated with an article on a printed publication, said printed publication including a contents locating information indicating a location of said contents and title information of said contents locating information, said contents locating information being printed within or in the vicinity of said article;

reading an image on said printed publication and storing said image in a memory by a portable information terminal apparatus;

extracting said contents locating information and said title information

from said image by said portable information terminal apparatus;

acquiring and displaying said contents by accessing said server through said communication network based on said contents locating information extracted by said portable information terminal apparatus; and

displaying said image stored in said memory as a bookmark image associated with said contents locating information by said portable information terminal apparatus, by indexing said bookmark image with said title information.

**Claim 7 (Original):** An information provision method as claimed in claim 6, wherein said contents include advertisement information.

**Claim 8 (Previously Presented):** The information provision method as claimed in claim 6, wherein an accounting server includes a charge table for registering an article having advertisement information added thereto and an advertisement charge previously set based on a content of said article in association with each other, and an accounting file for holding accounting information for each advertiser, is used so that an advertisement charge to be collected by an issuer of a printed publication from an advertiser is differentiated and imposed in accordance with an article to which said advertisement information is added.

**Claim 9 (Previously Presented):** The information provision method as claimed in claim 6, wherein an accounting server includes a charge table for registering an access number and advertisement charge information corresponding to said access

number in association with each other and an accounting file for holding accounting information for each advertiser used so that an advertisement charge to be collected by an issuer of a printed publication from an advertiser is differentiated and imposed in accordance with said access number of said advertisement information.

**Claim 10 (Previously Presented)** The information provision method as claimed in claim 6, wherein an accounting server includes a charge table for registering an advertisement time zone and advertisement charge information according to said advertisement time zone in association with each other, and an accounting file for holding accounting information for each advertiser used so that an advertisement charge to be collected by an issuer of a printed publication is differentiated and imposed in accordance with said advertisement time zone for providing said advertisement information.

**Claim 11 (Previously Presented):** The information provision method as claimed in claim 6, wherein an accounting server includes a charge table for registering a conformation for providing advertisement information and advertisement charge information according to said conformation in association with each other, and an accounting file for holding accounting information for each advertiser, used so that an advertisement charge to be collected by an issuer of a printed publication from an advertiser is differentiated and imposed in accordance with said conformation for providing said advertisement information.

**Claim 12 (Previously Presented):** The information provision method as

claimed in claim 6, wherein a current position of said portable information terminal apparatus having access is detected and advertisement information corresponding to said detected current position is selected to be included in said contents.

**Claim 13 (Previously Presented)** The information provision method as claimed in claim 6, wherein at least part of a communication charge generated in said portable information terminal apparatus is imposed on an issuer of said printed publication.

**Claim 14 (Previously Presented)** The information provision method as claimed in claim 6, wherein at least part of a connection charge to a provider generated in said portable information terminal apparatus is imposed on an issuer of a said printed publication.